

CASE STUDY – CASH FOR CARS

How Cash for Cars increased its number of reviews by 346% on Google My Business ?



 **Verified
Reviews**
by  Skeepers

CASHFORCARS.COM

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Client



Cash for cars is a car buying company which has been in the industry for over 35 years.

With over 200 locations the company's ambition is to become **the top vehicle purchasing experts** in the United States, Canada and Germany.

They were founded with the goal of **helping its customers quickly and easily sell their vehicles**, regardless of condition. Its parent company, Copart Inc., started out as a single salvage yard in Vallejo, CA.

They've since grown into **one of the world's leading online auction companies**. With its background in salvage, Cash for Cars knows the value of any car.





INDUSTRY

Auto & Motorcycle



WEBSITE

www.cashforcars.com



VERIFIED REVIEWS CLIENT SINCE

2018



PRODUCTS

Brand review, Store reviews

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I would recommend Verified Reviews by Skeepers, especially for companies with a lot of locations, for the availability and reactivity of its teams. If we have a question or a specific need, they are always super responsive. Their level of service is one of their biggest highlights!



The challenges



Make customers **feel confident**

When deciding to collect reviews, Cash for Cars had a very specific objective : **using star rating to get visibility on Google**. The Marketing teams' ambition was to generate more confidence and trust in the brand. Selling a car or buying a second-hand one can be a source of stress since it's not a compulsory purchase. People who want to buy a car will take the time to compare different brands before making their choice, and online reputation plays a key role in this decision process.

It is important for Cash for Cars to help consumers feel confident in doing business with the brand. Collecting customer reviews appeared to be an obvious solution.



The challenges



Improve the content of its Google My Business Pages

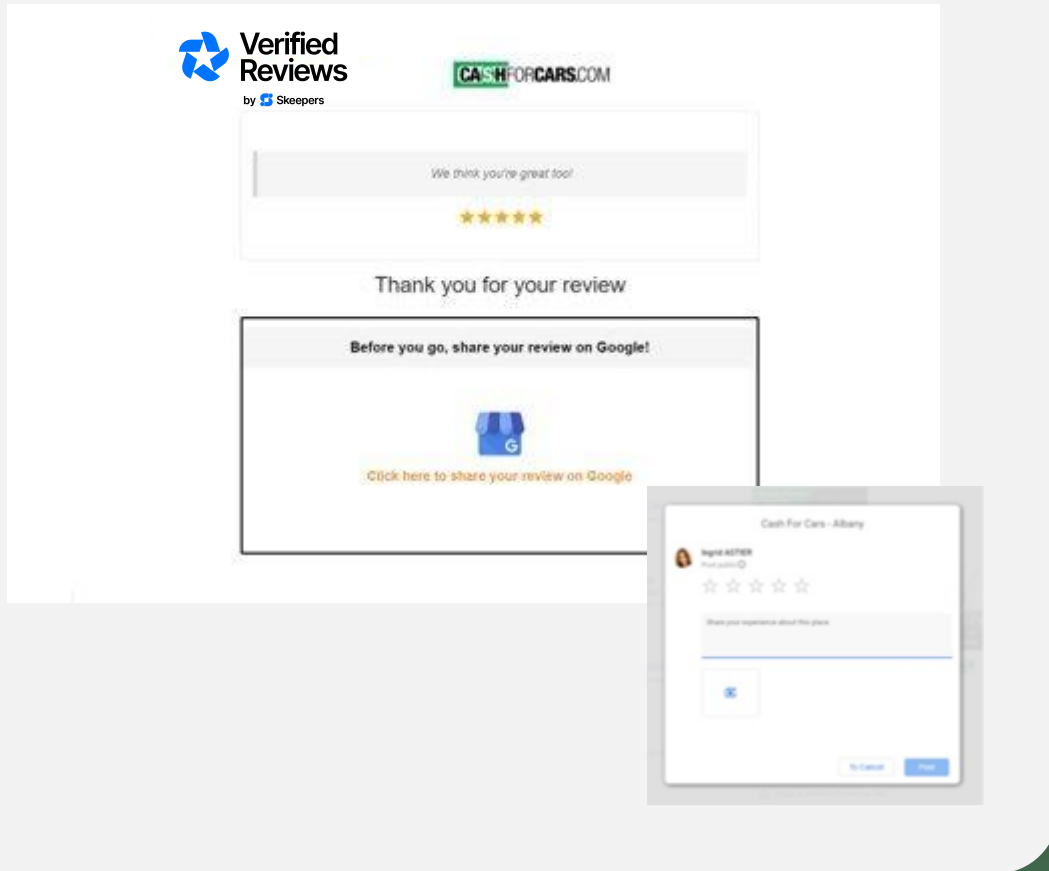
Cash for Cars' strategy for collecting reviews evolved quickly. With over 200 locations across the United States, Cash for Cars has made it a priority to pay attention to the image of each of its stores. By collecting offline reviews from customers who had visited their locations, **the brand's goal was to improve their rates on Google My Business :**

"Our Google My Business pages are crucial for our business. The more reviews we get on GMB, the better for us it is as we can see what people are saying about us and what we can improve. We've seen a huge impact on our business since we shared our reviews on GMB. ."



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Solutions

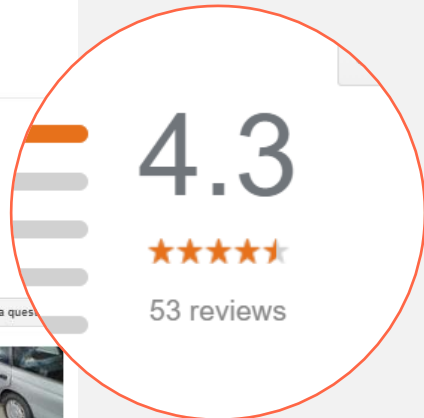
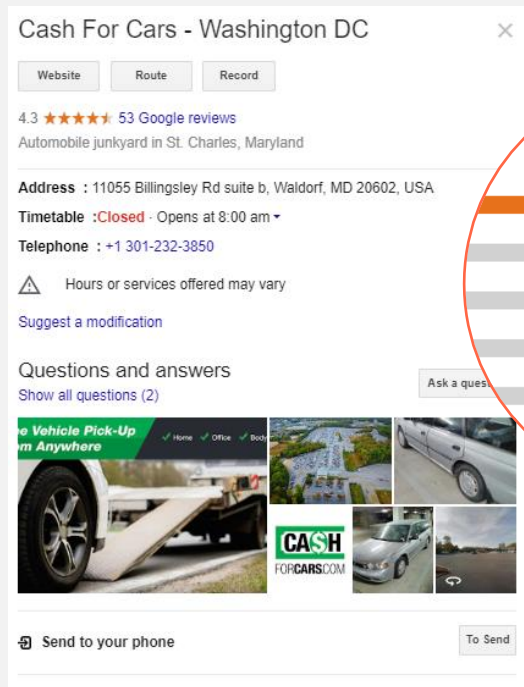


Enhanced Google My Business Pages

Here is an example of a GMB page for the Washington store: it has grown from 0 to 53 collected reviews in a few short months..



Solutions



Sending **customized email**

which connects directly to the Google my Business page of the store to share its review.



Results

+ 346%

Increase in total reviews

Before working with Verified Reviews by Sweepers, most of the Google my Business pages from Cash for Cars stores had no reviews, or not enough to be reflective of the quality of their service..

+ 20%

Increase in average rating

Most satisfied consumers don't automatically take the time to leave a review. Thanks to its customer outreach which asked customers to share reviews on GMB, Cash for Cars has awakened its satisfied customers and has been able to raise the average rating of all its stores.



Results



Reviews are **managed on a weekly basis** and the Marketing team replies to all the reviews :

- *“We pay attention to every single review, positive and negative, to make sure that a customer is getting the attention that is needed. We try to find a solution when they find an inconvenience and always search for what happened.”*
- Collecting reviews has allowed Cash for Cars to reach the goals the company had set, **to increase star ratings in Google My Business and boost trust and confidence in the brand.**



Gestion des avis



- Reviews have also enabled the company to highlight certain areas for improvement related to dispatch service and pick-up service, as well as **to highlight the strengths of each store:**

“We can tell when agencies have been really good on the phone and when they haven't. Most of them are fantastic and they get huge great reviews all the time. Reviews do allow us to at list know where our weaknesses are. It also highlight our forces so we can see what we are really good at.”





Verified
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